

SUMMARY

This diploma paper will deal with creating a proposal for advertising plan of Nordic World Championship in Liberec 2009 which will describe in detail efficient solution of advertising aimed at selected target group. The paper should provide insight how to proceed planning on advertising of such event. In the paper will be analyzed the aim of the project, target group – selected in advance, appeals of advertising project, medias, advertising mediums, harmonogram and budget.

Method: Description analysis, questioning

Results: Selection of appeals, medias, advertising mediums, creation of harmonogram and budget

Key words: Advertising plan, marketing mix, target group, message, appeal, media, advertising medium, harmonogram, budget